

# Prevention Programs for Our Youth: Who's Getting the Right Message to Kids?



Virginia Public Safety Outreach  
Conference

Wednesday, November 17



DESALVIO '95

# PUT YOUR BEST FOOT FORWARD!



## Why? Another statistic

Alcohol-related crashes are  
the leading cause of Death  
for adults 16 to 24!

You must be 21 years of age or older to purchase, possess or consume alcoholic beverages.

You must be 21 years of age or older to  
possess or consume alcoholic beverages,  
and valid proof of age may be required.

Virginia  
Department of Alcoholic  
&  
The Governor's Drug Policy Office

# Social Norming Theory

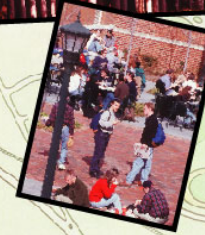
- Students overestimate the prevalence of problem behaviors
- Students underestimate the prevalence of protective/positive behaviors
- This gap exists for many health behaviors

# Social Norms Marketing

- An approach to increase healthy behaviors by highlighting the positive attitudes and behaviors in which a majority of people engage.
- SNM uses media channels to deliver selected messages and relies on marketing research techniques to tailor the program to a target audience.



# THE REAL GROUNDS



WHERE MOST 1ST YEARS ARE MAKING HEALTHY CHOICES

**Most UVA  
1st years  
have 0 to 4  
drinks per  
week!**



Numbers based on  
a random sample  
survey of 888  
1st year students  
conducted in the  
spring of 1999

Did you know?

36% of 1st year students  
abstain from drinking

1 drink = one 12 oz beer = 4 - 5 oz wine = 1 oz liquor



Office of  
Health  
Promotion

Department of Student Health

# Most students drink moderately



Most **men** drink 0-5  
drinks when they "party."<sup>1</sup>

Most **women** drink 0-3  
drinks when they "party."<sup>1</sup>

## Here are some tips to help drinkers stay safe and have fun when they "party:"

- Eat while or before drinking, thereby reducing the rate of your intoxication
- Keep track of how much you drink by counting stirrers, napkins, money, cups, etc.
- Weight makes a difference! If two people drink the same amount of alcohol, the heavier person will be less intoxicated.
- It takes about 1 hour per drink to "clear" alcohol from the body.

<sup>1</sup> Based on survey data collected by University Health Service (1997) from a representative sample of NIU students (N=882)



**69%**

of BHS students have  
the most fun with friends

When they  
**DON'T**  
Consume Alcohol

Based on a random survey of BHS students.

Funded by a grant from the Office of Juvenile Justice and Delinquency Prevention.



# Blacksburg H.S.



# Bruins

## 2003 Varsity Football

Aug. 14	5:00pm	Madison Co. (scrimmage)	Away
Aug. 22	6:00pm	Carroll Co. (scrimmage)	Home
Aug. 29	7:30pm	Giles	Away
Sept. 5	7:30pm	Graham	Home
Sept. 12	7:30pm	William Fleming	Home
Sept. 19	Open		
Sept. 26	7:30pm	Lord Botetourt	Home
Oct. 3	7:30pm	Northside	Away
Oct. 10	7:30pm	Cave Spring (Homecoming)	Home
Oct. 17	7:30pm	Pulaski Co.	Away
Oct. 24	7:30pm	Hidden Valley	Away
Oct. 31	7:30pm	Salem	Home
Nov. 7	7:30pm	Christiansburg	Away
Nov. 14	7:30pm	Region III Semifinals	TBA
Nov. 21	7:30pm	Region III Finals	TBA
Nov. 29	TBA	State Semifinals	TBA
Dec. 6	TBA	State Finals	TBA

**69% of BHS students have the most FUN with friends when they DON'T consume alcohol.**

**Based on a random survey of 429 BHS students in October 2002.**

Funded by a grant from the Office of Juvenile Justice and Delinquency Prevention

# Media PIE

- Positive
- Inclusive
- Empowering

# Social Marketing

- Employs traditional marketing approaches to support health promotion goals
  - Defined Goals and Objectives
  - Audience Research
  - Developing a Message
  - Pre-Testing
  - Implementing a Marketing Plan
  - Evaluation

# What is Project Sticker Shock?





# Underage drinkers gain access from:

- Theft
- False Identification
- Friends
- Parents or other adults
- Clerks failing to check ID's





# Sticker Shock Objectives

To reduce youth access to alcohol through educating adult providers

To increase awareness and compliance of Virginia's underage laws and zero tolerance media messages about underage drinking



# Sticker Shock Action Plan

Step 1: Obtain Support: Youth, Parents, Local Officials

Step 2: Identify Local Alcohol Retailers

Step 3: Develop a media plan

Step 4: Implement the Sticker Shock Project

Step 5: Celebrate and recognize participants

Step 6: Evaluate your event



# HANOVER BEAT

STICKER SHOCK

Cheryl Miller

NEWS 6

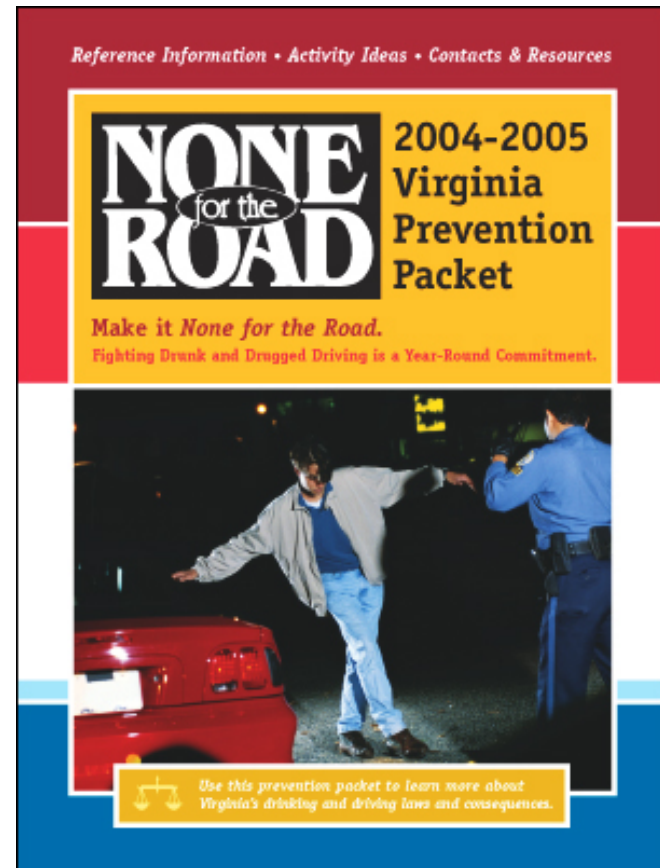
HANOVER  
BEAT

[cmiller@wvii.com](mailto:cmiller@wvii.com)

6:06 35°

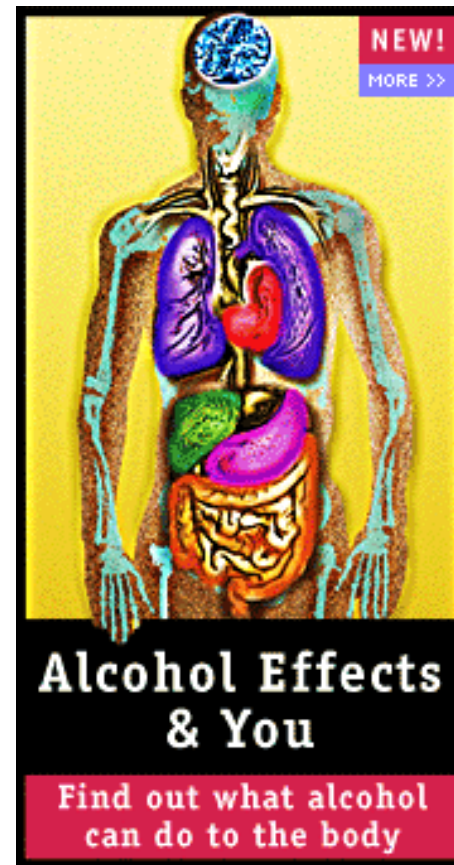
# None for the Road

- Distributed to help localities create own campaigns
- Send folders to 4,500
- Police, fire and EMS
- Schools, Colleges/universities
- Health Depts & Nurses



# Target Audience

- Primarily Adults
- Reach the 16-21 age group
- Libraries
- Judges
- Licensees






# Past None for the Road Statewide Advertising

- Billboards
- Virginia Rail  
Express and  
METRO car cards
- Bus signs
- Movie theater slides



# Cinema Advertising



**NONE**  
*for the*  
**ROAD**

*For the Holidays!*

***Make it None for the Road... Don't Drink and Drive.  
Remember, buckle up – it's your best defense!***

# Billboards

**NONE**  
*for the*  
**ROAD**

**Make it**  
***None for***  
***the Road***  
— — — — —

**Don't Drink & Drive.**

# Latino Outreach

- High Risk Population
- Fastest Growing Population in United States
- Make sure you do your homework when targeting this group!



Rohn Brown

Virginia Department of Alcoholic  
Beverage Control

804-213-4571

[www.abc.state.va.us](http://www.abc.state.va.us)

rmbrown1@abc.state.va.us